IN THE CLAIMS:

LISTING OF ALL CLAIMS WITH STRIKEOUT OR DOUBLE BRACKETS INDICATING
DELETED TEXT AND UNDERLINES INDICATING ADDED TEXT:

Claim 1 (Previously Presented): A method for delivering a targeted advertisement,
comprising:

receiving from a first computer a first identifier identifying the first computer and
associated by a purchase behavior classification with an observed offline purchase history of
a consumer, said purchase history including purchase history nformation of an offline purchase
of a consumer collected when the offline purchase transpired; and

selecting and electronically delivering the targeted advertisement to the consumer at
the first computer in response to receiving the first identifier from the first computer, said
selecting based on said purchase behavior classification without providing to an advertiser
any of said purchase history information,

wherein said offline purchase was not transacted with the first computer.

Claim 2 (Original): The method of claim 1, wherein the first identifier comprises a
cookie.

Claim 3 (Previously Presented): A method for delivering a targeted advertisement,
comprising:

generating a first identifier corresponding to a first computer and associated by a
purchase behavior classification with an observed offline purchase history of a consumer,
said purchase history including information of an offline purchase of a consumer collected
when the offline purchase transpired;

receiving from the first computer the first identifier; and

selecting and electronically delivering the targeted advertisement to the consumer at
the first computer in response to receiving the first identifier from the first computer, said
selecting based on said purchase behavior classification without providing to an advertiser

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said purchase history,

wherein said offline purchase was not transacted with the first computer.

Claim 4 (Original): The method of claim 3, wherein the first identifier comprises a cookie.

Claim 5 (Original): The method of Claim 3, further comprising the steps of:

sending the first identifier to the first computer;

receiving a second identifier corresponding to the consumer from the first computer; and

associating the first identifier with the consumer by linking the first identifier to the second identifier corresponding to the consumer.

Claim 6 (Previously Presented): The method of claim 5, further comprising the steps of:

classifying the consumer by assigning said purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history corresponding to the second identifier; and

selecting the targeted advertisement to be delivered, based on the purchase behavior classification assigned to the consumer.

Claim 7 (Original): The method of claim 6, wherein the targeted advertisement is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group consisting of: a change in purchase behavior and continuance of an established purchase behavior; and

wherein the method further comprises the step of:

delivering the promotional incentive to the first computer.

Claim 8 (Original): The method of claim 7, wherein the behavioral pattern is defined by an amount of at least one specified product to be purchased within a time period.

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Claim 9 (Original): The method of claim 8, further comprising the step of:

presenting a reward available to a consumer in a retail store if the consumer complies with the behavioral pattern.

Claims 10-14 (Canceled)

Claim 15 (Previously presented): A computer readable medium containing program instructions for execution on a computer system, which when executed by a computer, cause the computer system to perform method steps for delivering a targeted advertisement, said method comprising:

receiving from a first computer a first identifier identifying the first computer and associated by a purchase behavior classification with an observed offline purchase history of a consumer, said purchase history including purchase history information of an offline purchase collected at a point of sale when the purchase transpired; and

selecting and electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, said selecting based on said purchase behavior classification without providing to an advertiser any of said purchase history information,

wherein said offline purchase was not transacted with the first computer.

Claim 16 (Original): The computer readable medium of claim 15, wherein the first identifier comprises a cookie.

Claim 17 (Previously Presented): A computer readable medium containing program instructions for execution on a computer system, which when executed by a computer, cause the computer system to perform method steps for delivering a targeted advertisement, said method comprising:

generating a first identifier corresponding to a first computer and associated by a purchase behavior classification with an observed offline purchase history of a consumer,

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said purchase history including purchase history information of an offline purchase of a consumer collected when the offline purchase transpired;

receiving from the first computer the first identifier; and

selecting and electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, said selecting based on said purchase behavior classification without providing to an advertiser any of said purchase history information,

wherein said offline purchase was not transacted with the first computer.

Claim 18 (Original): The computer readable medium of claim 17, wherein the first identifier comprises a cookie.

Claim 19 (Original): The computer readable medium of claim 17, further comprising computer-executable instructions for causing the computer system to perform the steps of:

sending the first identifier to the first computer;

receiving a second identifier corresponding to the consumer from the first computer; and

associating the first identifier with the consumer by linking the first identifier to the second identifier corresponding to the consumer.

Claim 20 (Previously Presented): The computer readable medium of claim 19, further comprising computer-executable instructions for causing the computer system to perform the steps of:

classifying the consumer by assigning said purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history corresponding to the second identifier; and

selecting the targeted advertisement to be delivered, based on the purchase behavior classification assigned to the consumer.

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Claim 21 (Original): The computer readable medium of claim 20, wherein the targeted advertisement is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group consisting of: a change in purchase behavior and continuance of an established purchase behavior; and

wherein the computer readable medium further comprises computer-executable instructions for causing the computer system to perform the step of:

delivering the promotional incentive to the first computer.

Claim 22 (Original): The computer readable medium of claim 21, wherein the behavioral pattern is defined by an amount of at least one specified product to be purchased within a time period.

Claim 23 (Original): The computer readable medium of claim 22, further comprising computer-executable instructions for causing the computer system to perform the steps of:

presenting a reward available to a consumer in a retail store if the consumer complies with the behavioral pattern.

Claims 24-28 (Canceled)

Claim 29 (Previously Presented): A system for delivering a targeted advertisement, comprising:

means for receiving from a first computer a first identifier identifying the first computer and associated by a purchase behavior classification with an observed offline purchase history of a consumer, said purchase history including purchase history information of an offline purchase of the consumer collected at a point of sale when the purchase transpired; and

means for selecting and electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, said means for selecting and electronically delivering selecting the targeted advertisement based on said purchase behavior classification without providing to an

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advertiser any of said purchase history information,

wherein said offline purchase was not transacted with the first computer.

Claim 30 (Original): The system of claim 29, wherein the first identifier comprises a cookie.

Claim 31 (Previously presented): A system for delivering a targeted advertisement, comprising:

means for generating a first identifier corresponding to a first computer and associated by a purchase behavior classification with an observed offline purchase history of a consumer, said purchase history including purchase history information of an offline purchase of a consumer collected when the offline purchase transpired;

means for receiving from the first computer the first identifier; and

means for selecting and electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, said means for selecting and electronically delivering selecting the targeted advertisement based on said purchase behavior classification without providing to an advertiser any of said purchase history information,

wherein said offline purchase was not transacted with the first computer.

Claim 32 (Original): The system of claim 31, wherein the first identifier comprises a cookie.

Claim 33 (Original): The system of claim 31, further comprising:

means for sending the first identifier to the first computer;

means for receiving a second identifier corresponding to the consumer from the first computer; and

means for associating the first identifier with the consumer by linking the first identifier to the second identifier corresponding to the consumer.

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Claim 34 (Original): The system of claim 33, further comprising:

means for classifying the consumer by assigning to the consumer a purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history corresponding to the second identifier; and

means for selecting the targeted advertisement to be delivered, based on the purchase behavior classification assigned to the consumer.

Claim 35 (Original): The system of claim 34, wherein the targeted advertisement is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group consisting of: a change in purchase behavior and continuance of an established purchase behavior; and

wherein the system further comprises:

means for delivering the promotional incentive to the first computer.

Claim 36 (Original): The system of claim 35, wherein the behavioral pattern is defined by an amount of at least one specified product to be purchased within a time period.

Claim 37 (Original): The system of claim 36, further comprising:

means for presenting a reward available to a consumer in a retail store if the consumer complies with the behavioral pattern.

Claims 38-42 (Canceled)

Claim 43 (Previously Presented): The method of claim 1, wherein the delivering step comprises:

electronically delivering the targeted advertisement to the consumer at the first computer over the Internet.

Claim 44 (Previously Presented): The method of claim 1, further comprising:

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displaying the targeted advertisement on the first computer.

Claim 45 (Previously presented): The method of claim 1, further comprising:

establishing a cookie in the first computer to serve as said first identifier;

storing in the first computer a cookie number associated with the cookie; and

associating at a second computer the cookie number with said purchase behavior classification in order to deliver the targeted advertisement to the consumer without providing to the advertiser any of said purchase history.

Claim 46 (Previously presented): The method of claim 2, further comprising:

storing in the first computer a cookie number associated with the cookie; and

associating at a second computer the cookie number with said purchase behavior classification in order to deliver the targeted advertisement to the consumer without providing to the advertiser any of said purchase history.

Claim 47 (Previously presented): The method of claim 15, further comprising:

establishing a cookie in the first computer to serve as said first identifier;

storing in the first computer a cookie number associated with the cookie; and

associating at a second computer the cookie number with said purchase behavior classification in order to deliver the targeted advertisement to the consumer without providing to the advertiser any of said purchase history.

Claim 48 (Previously presented): The method of claim 16, further comprising:

storing in the first computer a cookie number associated with the cookie; and

associating at a second computer the cookie number with said purchase behavior classification in order to deliver the targeted advertisement to the consumer without providing to the advertiser any of said purchase history.

Claim 49 (Previously presented): The method of claim 29, further comprising:

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establishing a cookie in the first computer to serve as said first identifier;

storing in the first computer a cookie number associated with the cookie; and

associating at a second computer the cookie number with said purchase behavior classification in order to deliver the targeted advertisement to the consumer without providing to the advertiser any of said purchase history.

Claim 50 (Previously presented): The method of claim 30, further comprising:

storing in the first computer a cookie number associated with the cookie; and

associating at a second computer the cookie number with said purchase behavior classification in order to deliver the targeted advertisement to the consumer without providing to the advertiser said purchase history.

Claim 51 (Previously presented): The method of claim 31, further comprising:

establishing a cookie in the first computer to serve as said first identifier;

storing in the first computer a cookie number associated with the cookie; and

associating at a second computer the cookie number with said purchase behavior classification in order to deliver the targeted advertisement to the consumer without providing to the advertiser any of said purchase history.

Claim 52 (Previously presented): The method of claim 32, further comprising:

storing in the first computer a cookie number associated with the cookie; and

associating at a second computer the cookie number with said purchase behavior classification in order to deliver the targeted advertisement to the consumer without providing to the advertiser any of said purchase history.

Claim 53 (Previously presented): A method for delivering a targeted advertisement, comprising:

receiving from a first computer a first identifier identifying the first computer and associated by a purchase behavior classification with an observed offline purchase history

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of a consumer, said purchase history including purchase history information of an offline purchase of a consumer collected when the offline purchase transpired, said offline purchase not transacted with the first computer;

selecting and electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, said selecting based on said purchase behavior classification;

establishing a cookie in the first computer to serve as said first identifier;

storing in the first computer a cookie number associated with the cookie; and

associating at a second computer the cookie number with said purchase behavior classification in order to deliver the targeted advertisement to the consumer without providing to an advertiser any of said purchase history information.

Claim 54 (New): A method for delivering a targeted advertisement, comprising:

receiving from a first computer a first identifier identifying the first computer and associated with an observed offline purchase history of a consumer, said purchase history including purchase information of an offline purchase of a consumer collected when the offline purchase transpired;

selecting targeted advertisement depending upon said observed offline purchase history of said consumer; and

electronically delivering the targeted advertisement to the first computer in response to said receiving.

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